



With over 272 branches, Şekerbank is the leading bank in the Turkish small and medium enterprises (SME) market. Responsive to local needs, Şekerbank is one of Turkey's pioneers in green-line financing products.

CATEGORY

Green line financing

COUNTRY

Turkey

SECTOR

Finance

EMPLOYEES 2011

3,500 employees

TURNOVER / NET PROFIT

2008: USD 4.14 bln / USD 77 mln

2009: USD 4.86 bln / USD 81.5 mln

2010: USD 6 bln / USD 91 mln

*conversion rate of 12/01/2012



BETTER BUSINESS

- In 2009, Şekerbank introduced EkoKredi, a unique credit scheme which finances investments in renewable energy, energy efficient technology, waste management, and modern irrigation equipment for SME's, corporates, and private customers.
- EkoKredi is a pioneering product in the Turkish financial market and has set an example for new sustainable financial products across the country.
- Insulation services financed by EkoKredi help customers save up to 50% on total energy costs.
- Strategic agreements with insulation manufacturers, natural gas providers, and solar panel suppliers allow Şekerbank to reduce the interest rate paid by the borrower. This has encouraged investment in environmentally friendly applications in Turkey.
- Şekerbank monitors all CO2 emissions and energy savings produced by EkoKredi. To do this, it uses innovative, internationally recognized tools developed by the Turkish insulation industry, along with an Internet based e-save tool which follows the approach given by official European Union guidelines on energy use and efficiency.

BUSINESS RESULTS

- **Increased clientele** - Since its establishment, EkoKredi has attracted 4619 new customers, approximately 95% of which are households and micro businesses.
- **Increased customer loyalty:** 99% of EkoKredi customers make use of two or more other products/services of Şekerbank.
- **Access to finance** - EkoKredi has drawn over €150 million in long-term financing from multiple international financial institutions.
- **Sustained profitability** - EkoKredi has contributed to Şekerbank's progress towards meeting its target of 25% growth on an annual basis.
- **Enhanced reputation** - EkoKredi was declared Banking Product of the year in 2009 at the Active Academy's 7th International Finance Summit in Turkey.

Through its financing, FMO promotes the implementation of best practices in environmental, social and good governance (ESG) standards.

FMO

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FMO

Entrepreneurial
Development
Bank

STRATEGIES FOR SUSTAINABLE BUSINESS

CATEGORY

Green line financing

REGION

Europe and Central Asia

**'EKOKREDI'S SOCIALLY RESPONSIBLE
APPROACH CONTRIBUTES TO CUSTOMER
LOYALTY.'**

